

Welcome back, Mr.

THU JUL -6 1995

FOOTBALL TEAM

He'll return to East Bay stage today

OAKLAND RAIDERS
ECONOMICS

By David K. Li
STAFF WRITER

OAKLAND — For two weeks, Al Davis has stood quietly behind the scenes while the East Bay has celebrated his decision to bring the Raiders home after 13 years in Los Angeles.

But this morning, Davis will awaken

in his Piedmont home, take a private, chauffeured car to the Oakland-Alameda County Coliseum and make his first public appearance in the East Bay in years.

Until today, the only sign of Davis has been his signature at the bottom of his letter of intent — held up jubilantly by Mayor Elihu Harris at a press conference

June 23 — to return the Raiders to Oakland.

Davis' public visit this week comes a day after the Oakland City Council, in the first of two votes it is required to take on the deal, unanimously approved the agreement bringing the team north.

The council and the Alameda County Board of Supervisors, which also must approve the deal, have scheduled a special joint session this afternoon to meet with Davis.

"This is an important week for him since this is the first time the public has

heard from him since the announcement," Coliseum President George Vukasin said Wednesday.

First stop for Davis today is a 10:30 a.m. press conference in the Coliseum Exhibit Hall. The question-and-answer session is scheduled to last about 45 minutes. Afterward, a private brunch will give Davis a chance "to mix-and-mingle" with reporters, Vukasin said.

The brunch could last until 1 p.m., and then Davis will drive to City Hall to

Please see **Davis**, A-8

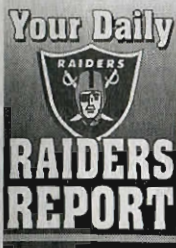
K, Mr. Davis

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Please see **Davis**, A-8



■ Longtime Raiders season ticket holders will get priority for tickets for the return season. [B-1]

■ The Raiders' record might have been significantly better with the home-field support Oakland fans would have given. [B-1]

■ New quarterbacks coach helps install a modern passing attack. [B-6]

Meet the 'welcome wagon'

with Harris. At 2:30 p.m., also at Oakland City Hall, the council and supervisors will hold their special joint session, where no public testimony will be allowed.

"It's really kind of a welcome wagon," said Supervisor Gail Steele. "It's an opportunity to meet him."

Public testimony will be taken Tuesday, when both panels are to vote on a final contract that will return the Raiders to Oakland. Approval is expected.

No discouraging word

"I haven't taken any formal survey, but so far I haven't heard any (opposition to) this return," Vukasin said.

The rest of the day today will be left to Davis. No private parties are planned.

On Friday, Davis will make a pitch to the business community at a private luncheon organized by Dennis Cuneo, vice president for corporate planning and legal affairs at New United Motors Manufacturing Inc., the Fremont automaker.

While large East Bay corporations will be the primary targets for purchases of the luxury suites, Vukasin said luxury boxes are not ex-

pected to be the main topic of conversation.

"It's not really an effort to sell luxury suites, just a chance to meet the business community, which has supported this," Vukasin said.

Any questions?

Given his low profile, Davis can expect a barrage of questions at the new conference, if not elsewhere, about his momentous decision. They include:

➤ Money or game victories? Did the financial numbers offered by the Coliseum make more sense than a pitch by the Hollywood Park race track to build a new stadium, or was Davis lured by the promise of fielding a team before enthusiastic Oakland fans?

➤ What didn't work in Los Angeles to prompt the return north?

➤ Will the National Football League seek a "relocation fee" for the right to move, and would the Raiders pay it?

➤ How does it feel from a historical perspective to be the first owner to return a major league sports franchise to its birthplace?

➤ Looking back, was leaving Oakland a mistake?

Davis' return is predicated on an \$85 million

plan to upgrade the Coliseum for football.

The renovation deal is based largely on the sale of "personal seating licenses." Fans are being asked to spend \$250 to \$4,000 for the right to buy a season ticket through 2005. The right to buy club seats could cost fans up to \$16,000.

Would-be season ticket holders are asked to make a 25 percent deposit on their personal seating licenses by July 17. Coliseum officials expect to receive more ticket applications than seats.

Lottery plan ready

If demand exceeds supply, a lottery will determine who gets inside the Coliseum. About 800 fans who held Raiders season tickets when the team was last in Oakland and through all 13 years in Los Angeles will be the only ones guaranteed the chance to buy tickets.

Renovation plans call for a 56,000-square-foot stadium club and increased football seating capacity, from 50,699 to 65,500. The Coliseum also plans to add more luxury suites.

Staff writers Stacey Wells and Robert Saladay contributed to this report.

TUE JUL 18 1995

Oakland awaiting Al-tograph

FOOTBALL TEAM

By David K. Li

STAFF WRITER

OAKLAND — The ticket requests are in, the paper work virtually done.

Now all that's left for the Oakland Raiders to become official is one final autograph — from Raiders managing general partner Al Davis.

Although an Oakland Coliseum lease still awaits Davis' elusive signature, East Bay officials see the delay as a matter of diplomacy over punctuality as National Football League owners prepare to meet Friday to discuss the Raiders' proposed move north. Davis apparently is awaiting the league's formal approval of his move before signing the lease, although the maverick owner maintains he does not need permission to relocate the team.

"I don't think there's any need for him to unnecessarily antagonize anyone in the NFL," Oakland City Councilmember Ignacio De La Fuente (Fruitvale-San Antonio) said Monday. "It's going to happen, and this (lack of Davis' signature) isn't slowing us down at all."

Oakland City Manager Craig Kocian and interim Alameda County Administrator Susan Muranishi on Monday formally entered into a joint powers agreement, the administrative move necessary to sell up to \$225 million in bonds to finance Coliseum renovations.

The council and Alameda County Board of Supervisors both



NICK LAMMERS—Staff

Rory Guerra of Fremont shows off his Raiders cap while in line at the Coliseum Monday afternoon to hand in his application for tickets.

approved the deal last week.

Coliseum President George Vukasin said he met with NFL administrators last week, answering questions about the Coliseum deal with Davis.

"I didn't get the sense there

would be any roadblocks in allowing him to move to Oakland," Vukasin said.

City and county lawmakers had expected Davis to sign off on their agreement Monday. But that forecast came last week, before NFL

owners postponed their meeting to take up Davis' move.

Davis has always said he does not need league backing to move the Raiders from Los Angeles to Oakland, and Coliseum workers moved feverishly Monday to pre-

pare for ticket sales to the fast-approaching season. The first exhibition game is Aug. 12, against the St. Louis Rams.

Midnight Monday was the dead-

Please see **Raiders**, A-10

Amble for seats

Continued from A-9

line for fans to submit season-ticket applications and a 25 percent deposit on the fees. At stake was the opportunity to buy 60,000 personal seat licenses — a costly permit that fans must purchase in order to buy season subscriptions through 2005.

Most of the fees range between \$250 and \$4,000, although some are as high as \$16,000.

About 400 applications arrived in Oakland via overnight mail Monday, as fans made their claim for tickets in person and over telephone lines, said ticket chief Marc Ganis.

"From about yesterday and through all day today, the fax machines have not stopped," said Ganis, president of Sportscorp Ltd., the company handling Raiders season-ticket sales. "It's going well and it's still my goal to sell out the 1995 season on a (personal seat license) basis."

The Coliseum hopes to sell 50,000 season tickets for the upcoming football season and 10,000 additional seat licenses for seats scheduled to be installed by 1996.

Once Coliseum employees gather the ticket applications, the forms will be sent to Phoenix for a computerized lottery of would-be season subscribers, Ganis said.

Staff writer Tyler Cunningham contributed to this report.

FOOTBALL TEAM FRI JUL 14 1995

Raiders' perks: A political football?

OAKLAND RAIDERS - ECONOMICS

WHEN word leaked out that Oakland City Council members and the Alameda County Board of Supervisors might get some nice perks out of the deal that brought the Oakland Raiders home, it upset some Raiders faithful.

The deal was to include a waiver of the Personal Seat License that allows fans to buy Raiders season tickets. The PSLs are valued at from \$250 to \$4,000, depending on seat location.

Councilman Ignacio De La Fuente said the perk was a surprise. But he figured it was the spoils of victory. "If anybody's entitled to that, then we are. We worked very hard to get this deal."

We don't want to be too tough on De La Fuente. He and other council members and Mayor Elihu Harris did work hard, and they delivered the goods. But others worked hard too, and they were volunteers, not elected representatives whose job it was to bring home the Raiders.

While city representatives were pondering the perquisites, the other governmental body instrumental in the return of the Silver and Black, the Alameda County Board of Supervisors, took a different approach.

On the motion of Supervisor Ed Camp-

bell, supervisors voted unanimously to include in their acceptance of the Raiders deal the stipulation that "board members will not receive any preferential treatment in obtaining PSLs or other ticket plans."

Supervisors asked that the Coliseum board join in the action. The supervisors made no mention of Oakland City Council members, perhaps because the council had voted already.

Is criticism of the council's PSL deal much ado about nothing? Just a side effect of Raidermania? It depends on your point of view. After all, City Council members and the Board of Supervisors always have enjoyed luxury boxes at the Coliseum for A's baseball home games.

Most elected officials share their largess with their families, friends and supporters, and disclose the benefit in their annual financial disclosure reports.

If the Council holds onto its free seats, it could use them to the economic benefit of Alameda County, by using the boxes as promotional lures. There must be companies out there who would seriously consider moving to Oakland after enjoying a day watching Raiders football from the privacy of a City Council or supervisor's Coliseum box.

SUN JUL - 2 1995

City must invest to

Football Team

LETS, AS THEY say in bridge, review the bidding.

A deal to keep the Raiders in Oakland fell through in 1990. A deal to bring them back in 1995 seems set.

That it is good for Oakland to have the Raiders here is a given, disputed by no one. Nor does anyone deny, anywhere, the obvious fact that to keep or obtain any major league team requires a substantial financial commitment — however to be recouped — by the community involved. **ECONOMICS**

Consider, then, two questions:

1. How does the financial commitment to regain the Raiders compare to the commitment that would have been necessary to keep them here in the first place?

2. Is there a lesson in this whole story for others — like, for instance, San Francisco?

To answer the first, you have to start at the beginning.

In 1961, Oakland and Alameda County decided to build a sports complex in hopes of attracting a major league baseball team. The majors had decided to expand, from 16 to 20 teams, for the first time in 60 years, and five existing teams had moved to new cities in the preceding eight years.

At the same time, a new football league — whose prospects for survival were doubtful — had put a franchise in Oakland, and the NBA Minneapolis Lakers had just moved to Los Angeles, implying more basketball on the West Coast in the future.

Although the main goal was baseball, then supreme among big league sports, the opportunity for football and basketball tenants was evident.

In May 1964, ground was broken for a \$25 million complex, still with no guarantee of baseball or of the future of the AFL. Meanwhile, the NBA Philadelphia Warriors had moved to San Francisco.

In 1966, the Raiders occupied the completed outdoor building just as the AFL merged with the NFL, assuring its permanence. In 1967, the National Hockey League expanded and put a franchise in the indoor building.

In 1968, the A's came from Kansas City and by 1971, the Warriors, having changed their name to Golden State, made Oakland their permanent home.



Leonard Koppett

Evidently, the business decision of 1961 was eminently wise.

By 1979, this was the situation:

The Raiders had the best long-term record in football, now ahead of baseball in public esteem, and had sold out every home game. The A's, finishing first five years in a row and winning three straight World Series, had nevertheless been unable to average a million in attendance.

The Warriors had won an NBA championship, but the hockey team was failing. The Giants, across the Bay, had fallen so far behind the A's that they were actually sold to Toronto, kept in San Francisco only by Bob Lurie's willingness to buy them. The 49ers, in total disarray, had fallen to 2-14 in 1978 and were selling only two-thirds of their available tickets.

Baseball, however, had entered the free-agent era in 1977 and Charlie Finley, who ran the A's on a shoestring, couldn't compete. He decided to sell.

In 1978, the Giants suddenly had a big year and just missed a Bay Area attendance record (1.75 million). The A's, in the years 1977-79, lost 299 games, drawing 495,000, 520,000, and 306,000, less than the Giants drew in one season.

In order to get the A's in 1968, the Coliseum had to give them lease terms far more favorable than those the Raiders had. In 1979, the 15-year Raider lease was running out and the 20-year baseball lease had eight years to go.

Al Davis wanted three items in a new Raiders lease: luxury boxes, which were revolutionizing baseball; early season dates, precluded by the baseball lease's priority; and better terms involving concessions and rent.

And he had a bargaining chip. The Los Angeles Coliseum, by refusing to upgrade, had lost the Rams, their tenant since 1946, to Anaheim. It was promising to do for Davis what it wouldn't do for the Rams.

In the fall of 1979, when the

to keep pro team

49ers were 2-14 again and the Giants back to 20 games below .500 with a 20-percent drop in attendance, the following deal was devised:

The A's would be sold to Denver. Baseball would give the Coliseum \$4 million to buy out the lease, and the Giants would play some home games there. The \$4 million would be applied to luxury boxes for the Raiders, who could also get the other favorable lease terms with baseball out of the way.

At that point, NFL commissioner Pete Rozelle assured Oakland publicly as well as privately that the league would not permit the Raiders to leave. In that case, Oakland had no need to choose between baseball and football: if football was stuck, Oakland could keep both. The A's-to-Denver deal collapsed.

Davis then accepted Los Angeles' promises and moved. Oakland spent \$9 million to lose a futile lawsuit to take the team away from Davis. The NFL lost an antitrust suit costing millions to keep the Raiders out of

Los Angeles.

The Haas family stepped forth to buy the A's from Finley, at the end of 1980, for the sake of the Oakland community. After a few years, the Haases turned the A's into a roaring success, on the field and in community relations.

But they kept losing more and more money in the process, they said, and last year decided to sell. The new owners say they intend to stay in Oakland indefinitely, but make no guarantees.

When the A's asked for loans, facility improvements and better lease terms, the Coliseum complied. When the Raiders showed interest in returning in 1990, having received none of the promised Los Angeles improvements, the Coliseum fashioned an excellent package — essentially the same as the present one — but couldn't deliver it in the face of local politics.

Now add it up: with \$4 million from baseball and the \$9 million spent in court, Oakland could have supplied what Davis was asking for

then.

Davis' judgment that a team couldn't compete economically in the old as-is, sold-out Coliseum without boxes has been proven correct by events. Now, consider the \$100 million or more that must be committed (wisely, in my opinion, and recoverable) to do what could have been done for one-tenth that, without 13 years of non-fulfillment for Raiders fans in between.

What Davis sought was reasonable and necessary. The Coliseum's reluctance to let the A's go was understandable in view of Rozelle's assurances. Rozelle, who had just done the opposite in Minneapolis (telling people there that the Vikings could move if they didn't get their downtown dome, which they got promptly), was merely reflecting the arrogance and anti-Davis feeling that permeated the league at the same time.

In fact, all concerned were victims of their own miscalculations.

Davis relied on promises in Los Angeles from people who had failed to deal with the Rams. Oakland relied on Rozelle and made the mistake of going to court.

Lurie lost the chance for Bay Area exclusivity, a prospect in-

herent in his purchase of the Giants when the departure of the A's was already being trumpeted by Finley.

The A's, in turn, lost their crack at exclusivity when the Giants were kept from going to Florida in 1992. And persistent efforts to regain the Raiders, however indirectly, have interfered with nailing down a new deal with the Warriors.

Yet, this is not a unique story. It happened in New York in the 1950s, when \$9 million would have kept the Dodgers in Brooklyn in a privately built downtown dome. It happened in St. Louis in the 1980s, when the football Cardinals could have been kept in place. In Chicago, Baltimore, Cleveland, Minneapolis, Texas, Kansas City and elsewhere, it was decided to keep a team by committing to new facilities.

The correct term for such commitment is "investment."

The lesson: No law says a city has to have any team, but if it does want one, it must be willing to make the necessary investment.

Leonard Koppett is a member of the Baseball Hall of Fame in Cooperstown, N.Y., and of the Basketball Hall of Fame in Springfield, Mass.

The gospel according to Al Davis

By Stacey Wells
STAFF WRITER

OAKLAND — This was as close to the second coming as it's going to get — the National Football League version anyway.

There was harmony and agreement. Sunlight streamed in through an open window. Everyone was smiling. And Al Davis spoke, ex cathedra and including football parables.

He told a story of a fan who once asked him to bring his beloved Raiders back to Oakland.

"Keep the torches burning and we'll be back," Davis said. "So here we are."

For a moment Thursday, city and county officials forgot about budget cuts in their poverty-stricken communities, and angry constituents. People were happy. And no one complained as the Oakland City Council and Alameda County Board of Supervisors held a joint meeting in the mayor's cramped conference room to greet the owner of the soon-to-be-again Oakland Raiders.

Councilman Dick Spees, the longest serving board member and one who watched the team leave in 1982 grabbed Davis' hand as he entered the room, pulled him aside and whispered, "Welcome home."

"Sixteen years of waiting for the Raiders return," Spees said later. "We're just so glad you're back."

"I don't remember in a very long time seeing so many people in Alameda County so happy," said Supervisor Gail Steele.

Mayor Elihu Harris gave Davis a lapel pin of the city seal — an oak tree. "The most important thing about this tree is it has deep roots and we want you to plant them here," he said.

Dressed in a pinstriped suit, his hands adorned with two Super Bowl rings, Davis sat and took it all in before a bank of cameras, offering an occasional comment. He spoke softly and maintained his polished

demeanor.

"We've got a long way to go yet," he told the crowd of more than 50 who gathered for the 20-minute meeting. "This is like signing the Declaration of Independence. But you've got to implement it. You've got to make it right."

When asked to talk about hurdles that remain before the Raiders play at the Oakland Coliseum, Davis would only say that "forces on the outside" may try and derail the team's return.

He apologized for refusing to elaborate. "We're going to go through this in a way we think is clean."

Official documents between the team and coliseum must be signed, but Davis indicated that this will be a formality. City and county approval of the Raiders return is expected to glide through next week.

The biggest unknown is the National Football League, which must approve the team's departure from Los Angeles and return to Oakland. The league could try and fine Davis a "relocation fee" and it's still unclear if the team would pay it. Davis cautioned against believing that the NFL team owners treat every team the same.

The City Council and Board of Supervisors are scheduled to vote in separate meetings Tuesday on a financing package that will bring the Raiders back to Oakland. After public testimony, both boards are expected to approve the agreement that includes \$90 million in bonds for coliseum renovations, a \$31.9 million relocation loan, and \$10 million for a new practice facility.

Debt repayment on the bonds would be met by season-ticket sales, eliminating the risk to taxpayers, according to proponents of the deal. Fans will be required to pay from \$250 to \$4,000 to reserve their right to buy one of the 50,000 season tickets. To date, the coliseum has received about 70,000 inquiries about the plan.

Raiders bonds on sale today

By Robert Salladay

STAFF WRITER

OAKLAND — It will happen quickly and without much fanfare, but Oakland officials call a single event today one of the most important in the city's history.

About \$200 million in bonds to finance the return of the Oakland Raiders will go on sale through Goldman Sachs & Co. and Grigsby Brandford & Co. The complex sale was considered one of the most important challenges in the \$619 million, 16-year agreement.

"I think it will prove to be a major, major turning point in the history of our city," Oakland City Manager Craig Kocian said Monday.

Money from the bonds will finance about \$100 million in renova-

tions to the aging Oakland-Alameda County Coliseum, construct a new Raiders training facility and finance "relocation" loans to the team.

Two Wall Street bond-rating services have given the deal high marks, essentially affirming Oakland's and Alameda County's good credit. Standard & Poor's gave the deal an "AA-/A-1+" rating and Moody's gave it an "Aa3."

Moody's said it likes the "mechanics of the transaction" and the letter of credit guaranteeing the deal from the Canadian Imperial Bank of Commerce. Standard & Poor's also said the city and county "have enough financial flexibility" to pay the tab if Raiders' ticket sales fall flat.

With the bonds, the city and county are counting on about \$324

million over 16 years from fans. That money comes from the initial sales and yearly fees on "personal seat licenses" — the right to buy a season ticket.

If the new marketing group can't sell at least 80 percent of the PSLs, taxpayers would be liable for financing part of the Raiders deal. All along, officials have promised that will not happen.

But as of late Thursday, only 60 percent of the PSLs have been sold. More recent figures were not available.

PSL marketing guru Max Muhleman, hired last month to shake up Raiders promotions, said 9,888 remaining PSLs must be sold by Sept. 1, 1996, to make the 80 percent mark and get taxpayers off the hook.

Will taxpayers pay for Raiders deal?

WED OCT 11 1995

Football Team

THREE days later, my ears are still ringing and my voice still hoarse from attending the Raiders game on Sunday at the Oakland-Alameda County Coliseum. It was one of those almost perfect October days for which our area is famous, and it was a revelation to be amid the screaming and jubilant fans.

How the game went and how we got our tickets tell two sides to what is shaping up to be a truly intriguing sports, political and economic story.

My brother-in-law and I had great seats in the third deck, on about the 30-yard line. The \$51 tickets were given to us by my brother-in-law's nephew.

The nephew acquired these tickets in a manner that illustrates the problems the Raiders, the city of Oakland, Alameda County and the Coliseum have had in trying to make their elaborate deal work to bring back the football team without jeopardizing local taxpayers.

Influenced by the hype last summer to buy Personal Seat Licenses, or PSLs, to secure the 10-year rights to season tickets, the nephew put in five applications for two tickets each. He never dreamed he would get 10 tickets because he thought demand for Raiders PSLs would exceed supply. He was hoping only for two tickets.

Instead, all five applications for 10 tickets were accepted, obligating him to pay thousands of dollars for the PSLs and thousands more for tickets. As successful a businessman as he is, he wasn't ready to commit that much money.

So he negotiated with the team to reduce his obligation to four PSLs and tickets.

The nephew wasn't alone in applying for more PSLs than desired. Now it turns out far fewer PSLs have been sold, which should make city, county and Coliseum officials, and local taxpayers nervous.

Here's why: The Raiders deal was based on the premise it wouldn't cost taxpayers anything. The City Council and Board of Supervisors knew that a deal was dead if they committed direct taxpayer funds to pay Raiders owner Al Davis anything.

A deal five years ago to bring the Raiders back disintegrated because taxpayers protested.

This time, city and county officials seized upon what seemed like a foolproof idea: Put the financial burden on Raiders fans, since Oakland and the East Bay had gained a



William Wong

reputation for being completely crazed about the Raiders.

The way the deal is structured, the PSL money goes to the city and county to help cover the upfront costs of renovating the Coliseum to Davis' satisfaction (addition of 10,000 seats and more luxury boxes). The ticket revenues go to Davis.

Davis isn't worried about lagging PSL sales because he gets none of that money. He probably isn't even worried about sellouts. As long as most of the highest priced tickets in professional sports are sold for the games, he'll rake in enough millions to make him happy.

As of the moment, not enough PSLs have been sold to cover the construction costs. There's still time to sell more PSLs so taxpayers won't be left holding the bag, but officials must be feeling queasy.

Fans who bought PSLs must be feeling like duped chumps. They certainly love the fact the team is doing great on the field, including Sunday's 34-14 stomping of the Seattle Seahawks, the team's third straight decisive victory.

YOU'D think such a team would sell out the Coliseum in a New York minute. That's the way it was in the old days.

But tickets weren't \$51 apiece then. And that's the problem. The Raiders have priced themselves out of their primary market.

That Sunday's game wasn't a sellout has to embarrass team and government officials alike. And, come to think of it, what incentive is there for more fans to buy PSLs when they can get tickets without a PSL that are better tickets than what some PSL holders have?

Why shell out \$250 to \$16,000 for a PSL, when you can buy a single-game seat that gives you a better vantage point than \$4,000 PSL holders sitting in a lower row with terrible sightlines?

The marketing projections have proven to be wrong thus far, and taxpayers may have to pay for the mistakes of their elected and appointed officials.

William Wong's column appears on Mondays, Wednesdays and Fridays.

SAT MAY 27 1995

Conflict cited in refusal of mayor's name for ad

By **Craig Staats**

STAFF WRITER

OAKLAND — Some East Bay Raiders fans were fuming Friday when they didn't see Oakland Mayor Elihu Harris' name in a newspaper advertisement urging Al Davis to move his football team back to Oakland.

But don't blame Harris. His office said he offered to lend his name to the appeal, but Coliseum lawyers vetoed the idea.

They feared it could raise a conflict-of-interest problem if Harris ever has to vote on a new lease between the Coliseum and the Raiders.

Harris quickly agreed

Harris spokeswoman Crystal Page said someone from the Coliseum called, asked Harris for permission to use his name in the advertisement, and the mayor quickly agreed.

"He (Harris) said that would be great," said Page.

"As far as he knew, he was supposed to be in it."

But when Harris' name wasn't one of the 63 names of community leaders included in the full-

page Tribune ad, staffers did some checking and discovered the reason.

10 mayors' names

In all, 10 mayors' names appeared, including Berkeley's Shirley Dean, Fremont's Gus Morrison, San Leandro's Ellen Corbett and Pleasanton's Ben Tarver.

None of them, however, would have to vote on a Raiders-Coliseum lease, if the longshot move actually were to happen.

Oakland City Councilmember Ignacio De La Fuente (San Antonio-Fruitvale) said the missing council signatures should not be construed as a lack of support for the Raiders' return.

De La Fuente agreed that the council may want to remain above the commotion, in case Davis ultimately chooses Oakland and members have to vote on specifics regarding the team's return.

"We are directly involved, and we will have decision-making powers in this issue," he said.

"But I am openly in support, no question about that."

WED MAY 31 1995

Coliseum *FOOTBALL TEAM* grand tour *OAKLAND RAIDERS* for Raiders

ECONOMIC REPORT

Executives visit to examine proposal to upgrade facility

**By Dave Newhouse
and David K. Li**
STAFF WRITERS

OAKLAND — Top Los Angeles Raiders executives toured the Oakland Coliseum Tuesday, examining the details of Oakland's \$85 million proposal to upgrade the stadium for football, Coliseum officials said.

The Oakland offer is now before Raiders owner Al Davis, who is weighing the Coliseum proposal against plans for a new stadium in Inglewood. Davis has not selected a home field for the upcoming season.

Inglewood and Hollywood Park officials want the Raiders to play two more years at a temporary site in Southern California before moving into a proposed new stadium at the racetrack in 1997. Proponents of the East Bay plan have offered Davis a 16-year lease at the Oakland Coliseum that would begin this fall.

Coliseum President George Vukasin said Raiders administrators visited the Coliseum to study the renovation package more closely. He said no effort was made to sweeten the offer and that Raiders administrators wanted to get a close look at the plans. Davis was not among the visiting Raiders officials.

"The officials are here just to get a better focus on what's happening here," Vukasin said. "How many seats are between the 20 and 30 (yard lines), between the 30 and 40 — those kinds of details."

Although Vukasin refused to name any of the team officials who visited Oakland, Raiders Executive Assistant Al LoCasale was spotted walking the grounds of the Oakland Coliseum on Tuesday.

The Raiders played in the Oakland Coliseum from 1966 to 1981, before Davis moved the team to the Los Angeles Memorial Coliseum. Since Davis left Oakland, 68 luxury suites have been installed at the

Please see **Raiders**, A-9

...ect firm,
...actor also on visit

Continued from A-1

Oakland Coliseum.

"I can tell you he was here for a further look-see," Coliseum General Manager Bob Quintella said of LoCasale, who joined the Raiders in 1969. "He was here to remember how everything was laid out."

In addition to LoCasale and Coliseum officials, the touring party included two builders representing architects Ellerbe Becket Inc. and a contractor working for the Raiders,

Quintella said.

Among the most prominent stadium and arena designers in the nation, Ellerbe Becket prepared the Oakland Coliseum expansion plans, which would increase football seating to more than 65,000.

"Everyone's really excited," Quintella said. "It would be a rejuvenation for the community if the Raiders came back."

Staff writer Craig Staats contributed to this report.

Welcome home, OAKLAND Raiders

Forty-four TERM

FRI JUN 23 1995

OAKLAND is humming an old tune with a new meaning: "Happy Days Are Here Again." Al Davis is bringing the Oakland Raiders home. *Drumming*

That's right. They're coming home. The Oakland Raiders. Some of us never called them anything else, even when they played in that polluted place down south.

When the word began to spread that this time it might be true, that our guys were really coming back, the pulse of the city quickened.

Throughout Oakland and the entire East Bay, faces brightened. Could it be true?

We waited, as another kind of team did its work.

This was the off-field team that carried the deal through political and economic defensive lines as menacing as those confronted on a football field. Super Bowl-tough, this team never gave up.

Sharing the Most Valuable Player spot would have to be George Vukasin, president of the Oakland-Alameda County Coliseum Board of Directors, and Ed De Silva, a member of the board.

For almost 14 years, Vukasin has kept hope alive that the Raiders would come back to Oakland, if only we could put the right deal together. He must have been discouraged much of the time. But he plugged away.

De Silva was not as visible, but his work behind the scenes in talks with Raiders owner Al Davis made the move happen.

Still, the two men could not have done it alone. It took a whole team to win this one. And let's not forget fans. No one was second string.

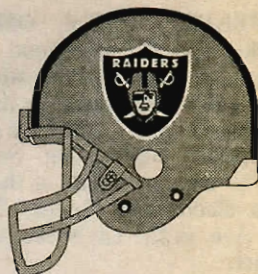
The city of Oakland's main player was Councilman Ignacio De La Fuente, who moved between the city and county artfully

to help the deal jell. Sometimes that meant sticking his political neck way out there. Never mind, he did it.

The city's staff person, Ezra Rapoport, Oakland deputy city manager, crunched numbers and worked creatively with the rest of the team.

Jack Brooks is a lesser known but pivotal player. Brooks is a minority partner of the Oakland Raiders corporate structure whose contributions were critical to making the deal work.

Although he is no longer on the Alameda County Board of Supervisors, Don Perata was always a steadfast, never-give-up booster.



Fly a yellow ribbon. Shout for joy. Honk your horn. Dig out that old Oakland Raiders sweatshirt. Celebrate the silver and black.

It's tough to single out just a few of the star players, because there were many more people involved working their hearts out on this deal. We salute them for their untiring dedication to getting the job done.

When finally the news was real, when it was certain the deal was done, a bright cloud made up of equal parts exuberance and relief wafted through the Bay Area.

It was as though our Raiders had been held hostage in Los Angeles, and finally were being released.

Fly a yellow ribbon. Shout for joy. Honk your horn. Dig out that old Oakland Raiders sweatshirt. Celebrate the silver and black.

It sure feels good to have the Oakland Raiders home again.

Oakland and all of Alameda County owe thanks to everyone who made it happen.

We tip our Oakland Raiders helmet to all of you!

Raiders return should be a big psychological boost for the city of Oakland

FOOTBALL TEAM

MON JUN 26 1995

OAKLAND RAIDERS

ECONOMIC IMPACTS

If the extra \$5 million found somewhere was a minor miracle for the city of Oakland's new budget, the return of the Raiders football team is a miracle of Biblical proportions.

The frenzy in town over the Silver-and-Black coming home has mostly been otherworldly. Its greatest benefit could very well be psychological more than economic.

Even more than it did five years ago, when the team almost came back, Oakland now really needs a "win." The city's economy hasn't improved. Its self-esteem may have worsened.

The City Council just completed yet another depressing round of budget cuts, affecting about 70 jobs. Funding for the touted academy programs in the Oakland public schools and for arts and cultural groups was sliced significantly.

Now, there's hope in the form of a professional football team that gained a national reputation for ruggedness, right here in blue-collar Oakland. In its 22 seasons in the East Bay's biggest city, the Raiders brought "pride and poise" and a "commitment to excellence."

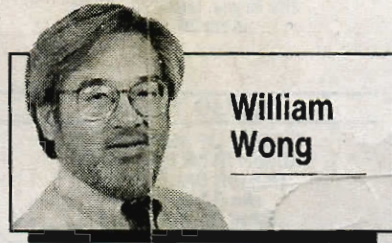
The Raiders helped many Oaklanders feel good about themselves and their city. The team was also revered by East Bay residents who live in cities like San Leandro, Alameda, Castro Valley, Hayward, Fremont and in the Tri-Valley, and even as far away as the Central Valley.

An economic booster?

It's debatable whether the Raiders' return will add greatly to the city's and region's overall economy. Certain businesses will undoubtedly benefit, those around the Oakland-Alameda County Coliseum and some sports bars and memorabilia shops.

Some economists argue persuasively that the money to be spent on the Raiders wouldn't be spent on other pursuits.

Beyond immediate dollars and cents, however, the team's homecoming should help generate a posi-



William Wong

tive rippling effect in the longer term in the city's economy. The psychological boost the city is getting should make it easier for officials here to attract new businesses and retain ones that are thinking about leaving.

Given the relatively sorry state of the city's economy, the officials need all the help they can get, and they just got one of the greatest liftoffs in recent memory.

Redevelopment budget

Moreover, Oakland getting the Raiders back could also have beneficial effects on the city's sagging redevelopment budget. This budget is made up of increased property tax revenue generated by the higher property valuations brought about through redevelopment projects.

The main redevelopment district in Oakland is downtown, but there are others, including one that's in the works for the Coliseum area.

If city officials leverage the Raiders' return to bring in more employers to the downtown district and elsewhere, the sharp decline in the Redevelopment Agency's budget could start an upward turn, thus perhaps restoring funding for the school academies and for arts groups, among other recipients.

The deal proposed between the Raiders and the three-headed government monster (city, Alameda County, and the Coliseum) appears to be taxpayer-safe.

What torpedoed the 1990 deal was a "guarantee" of more than \$600 million to Raiders owner Al Davis. If that amount couldn't be raised through ticket sales, then city and county taxpayers would have been required to come to the rescue.

Critics of that provision, including Oakland attorney Frank Russo and Natalie Bayton, currently an Oakland City Councilmember and then an aide to council member Wilson Riles Jr., led a petition campaign to stop the deal.

Another factor in the public's negative response then was the secret process by which public officials arrived at the agreement with Davis.

The politicians, we hope, have learned the hard lessons from the debacle of 1990. Apparently, they have, but they must still study the details of the deal so taxpayers won't be obligated without their knowledge.

A personal note: I was among the first Oakland Raiders fans, having lugged my own six-pack into the quaint Frank Youell Field where Laney College now sits. The splintered wooden benches were a far cry from the armchairs of the Coliseum, but when you were young and innocent and you could see a new football team in the National Football League grow, it was heavenly.

And the legend grew

Then Al Davis took over the team and made it a winner, and the legend grew, thanks to players like Ken Stabler, Clarence Davis, Fred Biletnikoff, Jack Tatum, Jim Otto, and George Blanda. Tickets for games in the new Coliseum stadium became impossible to get.

Suddenly, Davis jilted Raiders fans big time, taking his team south. Since then, hard-core Raider fans here have pined for the return of "their" team.

I'm no longer a hard-core Raiders fan but am pleased they're coming back, if for no other reason than to hope along with many other people here that the team will restore some good feelings that can later translate into genuine economic growth.

William Wong's column appears in The Oakland Tribune on Mondays, Wednesdays and Fridays.

FRI MAY 26 1995

*FORUM TEAM
OAKLAND RAIDERS
FANS*

You CAN go home again

An open letter to Mr. Al Davis and the Raiders:

Do we want the Raiders back?

Do we like sourdough bread? Do we covet our sun-buttered hills? Do we love our wine? Does the majestic Bay Bridge lead to dear old Oakland (and some other terrific towns, too)?

You bet your sweet Silver and Black bippy we do!

Don't settle for replacement fans and fickle friends. It's a roots thing, a love deal. Come home to the biggest red carpet you ever saw, to the heart and soul of your history and your franchise.

Today Oakland, tomorrow the Super Bowl! Is this pure Raider country, or what?

Let us share your commitment to excellence. Bring back your team and together we will rediscover the true meaning of "Pride and Poise".

It's the right thing to do. In our hearts we know it. In your heart YOU know it.

The bottom line?

Just come home – and win – baby.

David Alexander
Partner
Wendel, Rosen, Black & Dean

Larry Azevedo
President
The Greater Concord
Chamber of Commerce

Dewey Bargiacchi
Owner
Francesco's

Peter Bernhard
President & Publisher
Alameda Newspaper Group

Valerie Boyle
Chief Executive Officer
Fremont Chamber of

Mayor Ellen Corbett
City of San Leandro

Dennis C. Cuneo
Vice Chair, Alameda County
Economic Development Advisory
Board and Vice President &
Corporate Secretary, NUMMI

Charles Curry
President
UAW Local #2244

Mayor Shirley Dean
City of Berkeley

Ed De Silva
Owner
Oliver de Silva, Inc.

George T. Haymaker, Jr.
Chairman & CEO
Kaiser Aluminum &
Chemical Corporation

Edwin A. Heafey, Jr.
Chairperson
Crosby, Heafey, Roach
& May PC

Shirley Henry
President
Lafayette Chamber of Commerce

Day Hilborn
Principle
Hilborn Associates

Mayor Guy Houston
City of Dublin

Edward E. Penhoet, Ph.D.
President & CEO
Chiron Corporation

James R. Perry
President
Dillingham Construction
Corporation

Ken Rawlings
Chief Executive Officer
Otis Spunkmeyer Cookies

Jon Q. Reynolds
Chairman
Reynolds & Brown

Steven J. Rivera
President
Diablo Publications

Peter Bernhard
President & Publisher
Alameda Newspaper Group

Valerie Boyle
Chief Executive Officer
Fremont Chamber of
Commerce

Nick Brereton
CEO
Brereton Architects

Mayor Mike Brodsky
City of Albany

Mayor Cathie Brown
City of Livermore

Warren "Chip" Brown
Publisher
Hills Newspapers, Inc.

George Buehler
Former Oakland Raider

Ces Butner
President
Horizon Beverage Company

Larry Chan
President
Parc Oakland Hotel

Raymond Chester
Former Oakland Raider
Lake Chabot Golf Course

James M. Cleary
President & CEO
Tosco Refining Company

Bob Cooper
Chairman
Cooper & Cook
Insurance Service

Mayor Roberta Cooper
City of Hayward

Mayor Shirley Dean
City of Berkeley

Ed De Silva
Owner
Oliver de Silva, Inc.

E. M. Downer III
Chairman of the Board
The Mechanics Bank

James D. Falaschi
Chairperson
Summit Medical Center

Henry Feldman
Vice President
Claremont Resort

Dennis Fenton
Vice President
Browning-Ferris Industries

Chuck Foster
Executive Director
Port of Oakland

Jake Francisco
Owner
Jake's Lion Restaurant

Robert Fries, Esq.
Steinhart & Falconer

Judy Goff
President
Central Labor Council of
Alameda County AFL-CIO

Mayor Mark Green
City of Union City

Robert L. Harris
Vice President
Pacific Gas & Electric

Peter Hass
Chairman of the Board
Richmond Chamber of Commerce

Day Hilborn
Principle
Hilborn Associates

Mayor Guy Houston
City of Dublin

Marv Hubbard
Former Oakland Raider

Mayor Milt Kegley
City of Piedmont

John Lillie
Chairman
American President Companies

Barry Luboviski
Secretary
Building & Construction
Trades Council
of Alameda County AFL-CIO

David MacDonald
Executive Vice President
Waste Management of
Alameda County

Chuck Mack
Secretary-Treasurer
Teamster Local #70

Owen Marron
Exec. Secretary/Treasurer
Central Labor Council of
Alameda County AFL-CIO

Thomas Martz
President
Northern California
Broadcasters Association

Mayor Gus Morrison
City of Fremont

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Robert Schwartz
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United Plastics Corporation

Albert Seeno, Jr.
Owner
A.D. Seeno Construction Co.

Mayor David Smith
City of Newark

G. Craig Sullivan
Chairman & CEO
The Clorox Company

Mayor Ben Tarver
City of Pleasanton

Art Thomas
Former Oakland Raider

Robert L. Toney
President
Oakland Metropolitan
Chamber of Commerce

John Vella
Former Oakland Raider

George Vukasin
President & CEO
Peerless Coffee Company

Mary Warren
Chair of the Board
Oakland Metropolitan
Chamber of Commerce